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DATE: October 20, 2004

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U.S. Patent Application No.: 10/800,128

Confirmation No.: 6955

Application of: Roberts and Rupp

Art Unit: 2152

Filed: March 11, 2004

Examiner: To be assigned

For: COMMAND CENTER AND
INTERFACE FOR WEB BASED
BUSINESS MERCHANDISING
AND SERVICE

Attorney Docket No.: 649388-999006
(formerly 23867-08553)

Message

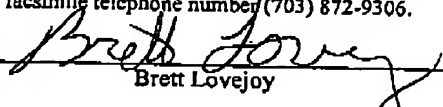
OFFICIAL FILING

Transmitted herewith are the following documents relating to the above-identified patent application:

1. Power of Attorney to Prosecute Applications Before the USPTO- 1 page;
2. Statement Under 37 CFR 3.73(b) - 1 page; and
2. Copy of Assignment, executed in counterparts - 2 pages.

CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 C.F.R. 1.8(g)

I hereby certify that this paper is being filed with the United States Patent and Trademark Office by facsimile transmission on October 20, 2004 to facsimile telephone number (703) 872-9306.


Brett Lovejoy

Reg. No. 42,813

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POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby appoint:



Practitioners associated with the Customer Number:

20583

OR



Practitioner(s) named below (If more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

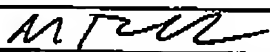
Assignee Name and Address:

Yahoo! Inc.
 701 First Avenue
 Sunnyvale, California 94089

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Name	Michael J. Callahan	Date	10/5/04
Signature		Telephone	408-349-3300
Title	Senior VP, General Counsel & Secretary		

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Attorney Docket No.:
649388-999006

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PTO/SB/86 (09-04)

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U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Yahoo! Inc.

Application No./Patent No.: 10/800,128 Filed/Issue Date: March 11, 2004

Entitled: COMMAND CENTER AND INTERFACE FOR WEB BASED BUSINESS MERCHANDISING AND SERVICE

Yahoo! Inc., a corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.
The extent (by percentage) of its ownership interest is _____ %

in the patent application/patent identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
3. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☒ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Brett Lovejoy
Signature
Brett Lovejoy, Reg. No. 42,818
Printed or Typed Name
Attorney of Record for Applicant
Title

October 20, 2004
Date
415-875-5744
Telephone Number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1480, Alexandria, VA 22313-1480. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

JOINT

ASSIGNMENT

WHEREAS, WE, TIMOTHY ROBERTS and JASON R. RUPP, ASSIGNORS, both citizens of the United States, residing at 19 Bennington Street, San Francisco, CA 94110, and 50 Gardenside Drive #12, San Francisco, CA 94131, respectively, are the inventors of the invention in COMMAND CENTER AND INTERFACE FOR WEB BASED BUSINESS MERCHANDISING AND SERVICE for which we have executed an application for a Patent of the United States

- ☒ which is identified by Jones Day docket no. 649388-999006
☒ which was filed on March 11, 2004, Application No. 10/800,128

and WHEREAS, YAHOO! INC., A DELAWARE CORPORATION, having an office for the transaction of business at 701 FIRST AVENUE, SUNNYVALE, CA 94089, ASSIGNEE is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidences or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date 9/14/04, 2004 Timothy Roberts L.S.

Date _____, 2004 Jason R. Rupp L.S.

JOINT

ASSIGNMENT

WHEREAS, WE, TIMOTHY ROBERTS and JASON R. RUPP, ASSIGNORS, both citizens of the United States, residing at 19 Bennington Street, San Francisco, CA 94110, and 50 Gardenside Drive #12, San Francisco, CA 94131, respectively, are the inventors of the invention in COMMAND CENTER AND INTERFACE FOR WEB BASED BUSINESS MERCHANDISING AND SERVICE for which we have executed an application for a Patent of the United States

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AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

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IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date _____, 2004 _____ L.S.

Timothy Roberts

Date 9/9, 2004 _____ L.S.

Jason R. Rupp